

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

Contract / Revision 964334 /		Alt Order #
Product		
Issue		
Contract Dates 10/18/12 - 11/06/12		Estimate # Committee to Keep Alt
Advertiser Keep Albuquerque Working		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic Adults 25-54		
		Total Ratings 111.60
IDB#	Advertiser Code	Product Code
Agency Rel		Advertiser Rel

And:

Agenda
400 Gold Ave SW
12th Floor
Albuquerque, NM 87102

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 4	KOAT	10/18/12	11/05/12	6a A7N More In The AM	6-7a		:30				NM	7	\$5,075.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--				2	\$725.00	4.70			
Week:		10/22/12	10/28/12	MTWTF--				2	\$725.00	4.70			
Week:		10/29/12	11/04/12	MTWTF--				2	\$725.00	4.70			
Week:		11/05/12	11/11/12	M-----				1	\$725.00	4.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	7	KOAT	11/05/12-11/11/12	6a A7N More In The AM	6-7a	M-----	:30		\$725.00	4.70	NM		
	See MG 4.8												
	8	KOAT	11/06/12-11/06/12	6a A7N More In The AM	6-7a	-Tu-----	:30		\$725.00	4.70	NM		
	Ⓜ MG for 4.7 11/05												
E 11	KOAT	10/22/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30				NM	2	\$1,550.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$775.00	4.00			
Week:		10/29/12	11/04/12	-----				0	\$0.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$775.00	4.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KOAT	11/05/12-11/11/12	Action 7 News @ 1030p	1030-1105p	M-----	:30		\$775.00	4.00	NM		
	See MG 11.3												
	3	KOAT	11/03/12-11/03/12	Action 7 News @ 530p Sat	530-6p	-----Sa-	:30		\$775.00	4.00	NM		
	Ⓜ MG for 11.2 11/05												
Totals										111.60		24	\$22,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	10	\$8,675.00	\$7,373.75
10/29/12 - 11/06/12	14	\$13,875.00	\$11,793.75
Totals	24	\$22,550.00	\$19,167.50

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Signature: _____ Date: _____

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